



## CASE STUDY:

# The impact of an old Phone System

The existing LG Nortel phone system with its obsolete Call Centre system could not expand to meet the needs of the shopping centre and replacement parts were also becoming more difficult to source. Lucy wanted to overhaul the system.

One major issue the centre had was the existing structured cabling throughout the shopping centre had become outdated and following several building refurbishments had become unmanageable. Network and cabling points were in locations where they were no longer required and positions where they were required, a cabling point wasn't present.

Finally, there were issues where incoming calls couldn't be easily transferred to different departments meaning that new business opportunities as well as existing customer queries, were routinely being missed or not being dealt with in a timely manner. A basic voicemail facility wasn't present either, so customers could not leave messages with reception.



### Company Profile

Ankerside Shopping Centre is situated on the edge of the beautiful grounds of the historic Tamworth Castle, near the confluence of the Rivers Tame and Anker.

Built in 1980 and extended in 1992, Ankerside Shopping Centre boasts a wide range of retailers including Dunnes department store, Boots, Argos and Iceland.

Ankerside is easily accessible by car and has over 700 car parking spaces, public transport links are conveniently only minutes away.

With over 60 stores from Fashion, Health & Beauty to Services and Food & Drink. Ankerside also has a range of cafes and food outlets to relax in.

### Background

Lucy Harvey (Centre Administrator) of Ankerside Shopping Centre approached Midshire as their existing Telephone system was becoming increasingly costly to maintain.

The centre had a 15 year old LG Nortel Telephone System which although served them very well over the years, was now no longer fit for purpose.

Lucy was concerned that the centre's telephone system and telephone answering procedures were very inefficient.



## Lucy Harvey (Centre Admin)

“ Couldn't fault the service provided from initial enquiry through to installation. Everyone that I have dealt with at Midshire were professional, friendly and would highly recommend. ”

### The Solution

Midshire Account Manager, Richard Thornton recommended a feature rich, Samsung OfficeServ 7030 telephone system with IP handsets as well as implement Cat5 Cabling points throughout the premises.

Before anything could be installed, Midshires accredited engineers carried out a full site survey for Ankerside to determine whether their network would support the new technology without causing any problems with the current network. Thankfully everything checked out fine and a Samsung OfficeServ 7030 telephone system could be installed.

With the new Samsung OfficeServ 7030 system, Ankerside instantly improved the level of customer service, as incoming calls could now be seamlessly transferred to any other extension or department, regardless of location.

A voicemail and auto attendant facility were included with the Samsung system, so staff no longer had to carry mobile phones around the centre or jot down

messages to be left in pigeon holes. The whole solution provided was instantly more efficient and improved the centres customer service.

Due to an upgrade to a VOIP Telephone system new Cat5e cabling was required throughout the shopping centre.

Following the site survey, Lucy liaised with Midshire on where she required the Cat5e points throughout the building and where she wanted the wiring as well as handsets to be located.

Due to the nature of the business all these works were carried out of hours when the shopping centre was closed.

Overall, the solution provided to Ankerside Shopping Centre has future proofed their telecoms for the years to come. No longer is the system not fit for purpose and ultimately will save the centre on costs where they had to replace outdated parts on there old telephone system.